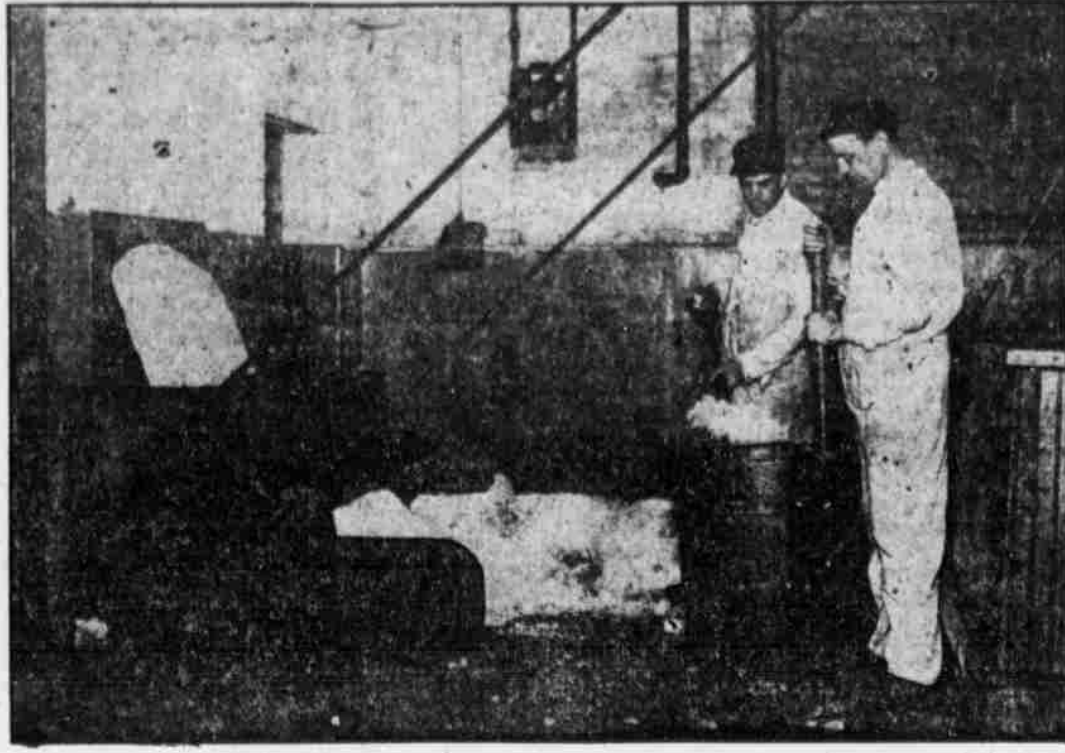


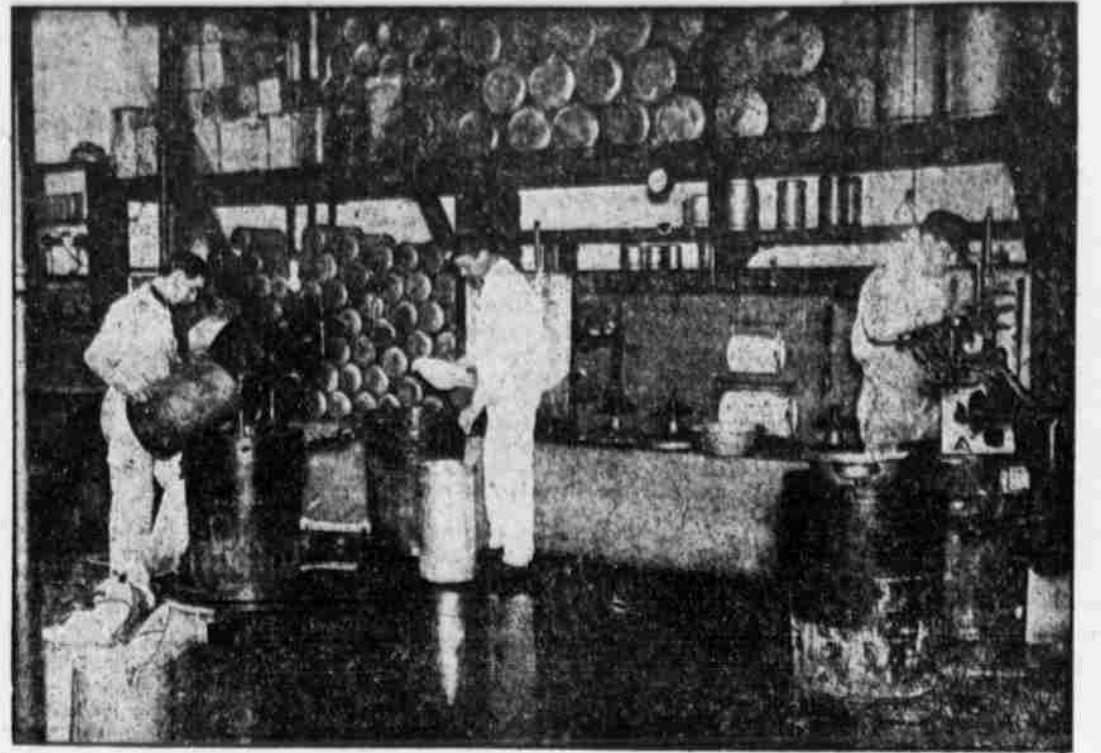
Omaha Supplies Many Thousands of Gallons of Ice Cream Annually



CLEANING AND STERILIZING THE ICE CREAM CANS.



PACKING THE CANS IN ICE PREPARATORY TO SHIPMENT.



WHEN THE CREAM IS FROZEN.



LITTLE PRIVATE PICNICS USE SOME.



ICE CREAM SODA TAKES A LOT.



SERVED AT THE SODA FOUNTAINS.

ABOUT 2,000 gallons of ice cream are manufactured daily in Omaha during the six months of the ice cream season, and enough during the other six months to bring the total up to something like \$70,000 gallons annually. Four-fifths of this enormous quantity of frozen delight is manufactured by the five large establishments who manufacture for the wholesale trade exclusively. Smaller firms do a wholesale business, and there are also a host of makers of ice cream that manufacture for their own retail trade, without taking into account the quantity of ice cream that is made in families for private consumption. With these latter added to the output of the wholesalers it would not be an extravagant estimate to put the entire annual output of ice cream in Omaha at 600,000 gallons.

Notwithstanding the doubling of the price of ice in Omaha during the present season, little diminution is noted in the quantity of ice cream produced and sold. The increased cost of ice has necessitated a slight increase in the wholesale price of ice cream, running from 5 to 10 per cent. The retail price has not been raised. One wholesaler says: "There has been some falling off in our shipping sales from the fact of the high price of ice in the smaller towns, and the consequent lack of facilities for carrying for the shipments there. This loss has been balanced up by increased sales to a greater number of consumers. The sale of the little bricks of ice cream locally, has somewhat diminished for the same reason, and fewer dealers handle them now than when ice is cheaper. Instead of holding the little bricks in stock as heretofore the dealers buy in less quantities, but oftener."

Fourth of July the Big Day.

The Fourth of July is generally accorded as being the climax of the ice cream season, and from inquiry among the Omaha wholesalers it is ascertained that the sales on July 4 of this year were from 5 to 10 per cent in excess over that of 1905. One firm alone sold over 4,000 gallons of ice cream on that day, and had to turn down orders for another 500 gallons.

About 5,000 little bricks of ice cream, which are sold at 5 cents per brick, are made and sold in Omaha daily during the summer season.

The great profit in ice cream according to a leading wholesaler is made by the retailer. "There is an established price per dish and that is of course always placed high enough to meet any contingency of higher cost of ice, so though the wholesale price may be increased to the retailer the consumer, while paying the freight, does not know it," remarked this wholesaler.

Prices and Flavors.

Prices of ice cream vary according to the purpose intended. A special flavor or special coloring or special design in coloring will involve an increased cost. This is particularly true of creams required for special social functions or banquets. Yet these creams are not made with any more care than the standard flavors and colors, the increased cost is in the design, work and care in preparation.

The favorite flavor for ice cream is vanilla, though strawberry follows it closely. Then in order of popularity come chocolate, raspberry, pineapple, coffee, orange and nutmeg. Flavors are made from all the standard fruits to a greater or less degree, with the bare exception of grape apple and currant. There are frequent calls for

peach, banana and quince flavors. It is the invariable rule of the manufacturer to use only the pure fruit flavors. Only the purest vanilla extracts are used in favoring creams by the wholesalers, and no case is known in Omaha where any evil effects have been produced from the purchase of flavored cream from an Omaha

wholesaler. The utmost care is taken in the preparation and manufacture of creams and ice of all descriptions. This is especially true as regards the coloring, into which no deleterious compounds are permitted to enter.

Ice Cuts Very Little Ice.

Contrary to the popular impression, ice enters very little into the manufacturing processes of cream. With the large establishments it is frozen in brine in hermetically sealed cans, and can thus be frozen to any degree or texture of hardness. One of two of the Omaha wholesale plants have essayed to manufacture their own ice, while others have their own ice houses. More ice is used in the shipment of ice cream than in its manufacture.

The field for the ice cream shipping trade is generally west and northwest, though the Omaha dealers virtually control the territory within a radius of 150 miles from

Omaha. After this distance the Omaha dealers come into active competition with the eastern and southern manufacturers. Omaha's strongest competitors in the Missouri valley trade are Sioux City, St. Joseph and Kansas City, while Lincoln cuts somewhat into the southern Nebraska trade.

Ships Hundreds of Miles.

Ice cream can be safely shipped 500 miles from Omaha. One firm makes frequent shipments as far west as Casper, Wyo., though the packages have to be re-iced once before reaching that remote point. Ice cream is invariably shipped by express, and the cost of transportation is therefore a very considerable item. It can be shipped in packages in any quantity of from five to twenty-five gallons, and the general aim is to have the shipment to not extend over twenty-four hours, which can be safely done without re-icing. The cream

is usually shipped in the cans in which it is made, and these are packed inside suitable open-topped cases and the cans solidly packed and surrounded with the cork then closed with a wooden cover and the consignment sent on its journey.

As a whole the ice cream business is a hazardous one for the wholesaler. The utmost care is exacted in the manufacture of the cream and then comes the equally hazardous business of shipment with the assurance that it will reach its destination safely and unimpaired in quality, quantity and texture. A belated train or a careless consignee may involve a loss of the whole consignment or at least a partial loss of it.

While ice cream makers would prefer not to do so, yet it is not an unusual thing to again freeze over the cream that has become soft or unused. Such a condition is likely to occur where a large order of cream is for a picnic and the day should happen to turn out rainy, or at a festival

where an excess quantity had been ordered and remained unsold. The cream naturally softens after the can has once been opened, and while it may deteriorate in texture does not necessarily deteriorate in quality. It is easily re-frozen and is then just as good as when originally made.

July is the great ice cream month of the year, with July 4 as the high water mark. The average citizen who will deny himself or herself ice cream all other days of the year cannot resist the impulse to enjoy an ice cream feast on that day. The result is that the sales on that day are about three times greater than any other day of the year. One Omaha firm sold over 4,000 gallons last Fourth of July, and then ran out of material. Another firm exceeded 5,000 gallons, and it is estimated that not less than 12,000 gallons of ice cream were shipped out of Omaha the night of July 3 and morning of July 4 to meet Independence day trade in the territory controlled by Omaha. The local trade was also enormous. All the wholesalers of Omaha report that their trade exceeded by one-third that of July 4, 1905, and the same story is told by the retailers, restaurants and all other points where ice cream is sold.

Where it is Retained.

A big business is done in the ice cream soda trade. In Omaha, alone are over 600 establishments that sell ice cream in one form or the other. Their sales vary according to locality and will run from five to twenty-five gallons daily during the summer season. Nor is the ice cream trade confined alone to the summer season. The spring months are good ice cream months and the fall months witness the sales of great quantities of the dainty. For the three winter months there is a marked falling off in ice cream sales, but still much is sold for banquets and festivals.

Ice cream is ostensibly an American dainty and nowhere in the world is its manufacture brought to a greater degree of perfection. Its consumption is increasing annually and no other dainty that pleases the palate is a better index of prosperous times than ice cream. The facility with which it is made, its general cheapness and unquestioned wholesomeness has given it universal popularity and use.

Vast quantities of ice cream and other foods are made in private homes, as is evidenced by the enormous sales of ice cream freezers during the summer season. There is scarcely a home in Omaha but has its ice cream freezer, and the same observation will apply to the farm homes of Nebraska. It has ceased to be a luxury, but has now rather become a necessity in every household.

Perfection in Manufacture.

The manufacture of ice cream has reached such a perfection in these modern years that it can be moulded into almost every conceivable and beautiful form, suitable to any and every occasion, and though so quickly perishable, can be made to preserve these dainty forms for considerable periods. This is equally true with the color designs that enter into its manufacture by expert caterers.

There is an occasional demand for flavorless and colorless creams for special purposes. These are usually ordered by the soda fountain people, who furnish the flavor in the soda water, and for fruit creams, which receive their coloring and flavors from the crushed natural fruits. There are also occasional demands for unsweetened creams that are utilized in mixing with ices and sherbets.

In brief, ice cream can be utilized for scores of purposes in compounding dainties, but as one manufacturer said, "It can't be shipped as freight nor in a refrigerator car."

Water Power in Italy

CONSUL DUNNING at Milan, in a report to the Department of Commerce and Labor, details the plans of the government of Italy for the development of water power for the generation of electricity. The present cost of coal in that country is a serious handicap to various industries and cheaper power is necessary if they would hold their business in competition with the outside world. Besides the supply of coal is decreasing. Some progress has been made in harnessing water power for electrical purposes, but the government realizes the necessity for more comprehensive plans to utilize fully the water power available. In northern Italy, Consul Dunning says, nearly all the small cities and a large number of villages are supplied with electric light, while many of them have installations of hydro-electric power. Among the cities of from 10,000 to 50,000 inhabitants so equipped are Verocelli, Novara, Pavia, Bergamo, Brescia, Verona, Voghera, Alexandria, Mantua, Vicenza and Intra, many of them being in the Milan consular district and being prominently known for the importance of their manufacture and for their extensive contributions to the total of exports involved through this consulate. Hydro-electric installations have played a strong part in the commercial advancement of these thriving towns.

The city of Como, one of the principal silk centers of Europe, draws its electric lights and power from a station near Pavia.

Lexa, on the Lake of Lugano, through a wire twenty-seven miles long and a tension of 2,000 volts. The station includes a canal and tunnels 11,000 feet in length, by which is utilized a typical mountain torrent with a fall of 835 feet. The station contains five groups of generators.

The town of Lecco, one of the highly important tributaries of the Milan consular district on account of its extensive manufacture of cheese, takes its electric light and power from a water power fourteen miles distant.

The installation at Verona is slightly different from these others, in that in that city there exists a canal for industrial purposes with a fall of about thirty-five feet, which supplies a considerable number of factories. A part of the power of this canal is utilized to generate a triphase current at a tension of 2,000 volts, at a tension of thirty-five horse power each. Conditions at Verocelli, Novara and Pavia, all commercial centers of tributary importance to Milan, are closely analogous to those at Verona.

Of vital moment in any complete consideration of the water powers of northern Italy as related to the industrial development of Milan is the plan now well on foot to add 4,000 horse power to the available motor power which can be drawn upon by manufacturers in the city. This plan comprehends the use of the waters of the Adda river, which leaves the Lake of Lecco at Lecco City.

Another Marriage That Did Not Fail



MR. AND MRS. GEORGE WHITFIELD RYAN OF OMAHA, WHO CELEBRATED THEIR GOLDEN WEDDING ON JULY 14.

Honored by American Library Association

DES MOINES, Aug. 8.—(Special Correspondence of The Bee).—Two of Iowa's library people have been specially honored by being made chief officers of two of the divisions of the American Library Association. Miss Alice Tyler, secretary of the Iowa Library commission, has been elected president of the League of Library Commissioners, and A. J. Small, curator of the law department of the Iowa State Library, has been elected president of the American Association of Law Libraries. Both associations are affiliated with the American Library association. It is considered quite an honor that Iowa should be given first place in the officers' lists of two of the affiliated organizations, but in addition to this Miss Tyler was elected to a position as a member of the council of the American Library association, receiving the largest vote of any of the five who were elected at the recent meeting of the association at Narragansett Pier.

Mr. A. J. Small is the originator of the idea of an association of those connected with law libraries. The association was organized at the recent meeting of the American Library association. Perceiving the wide field of usefulness for such an association he wrote to nearly all the librarians in the United States and Canada. The result was the organization of the association. There are 200 law libraries in the United States and Canada. The state law libraries of Iowa, Wisconsin, New York, Indiana, Massachusetts, Minnesota, Missouri, Maine, Rhode Island, Pennsylvania, and the law libraries of Harvard university, Northwestern university, Chicago university, University of Pennsylvania, University of Maine, McGill university, Yale university, Osgood Hall library, Toronto; the Baltimore, New York, Cleveland and Chicago City Bar association libraries and a number of others are the initial members of the new association.

One of the first and most difficult tasks for the new association is to secure an index of law publications such as the Poole's Index of the current and popular magazines. It is recognized by lawyers and law librarians that this is one of the most important needs of the lawyer, law student and law librarian. There is now no way of ascertaining what has been written outside of the text books except by an exhaustive original research through law publications.

The list of officers of the new association includes Andrew H. Hettie of the Library Company of the Baltimore bar as vice president and Franklin O. Poole of the New York City Bar association as secretary and a relative of the editor of Poole's Index of current magazines.

Mr. Small, who is honored with the presidency of the association, was at one time a resident of Fairfield, Ia., coming to Des Moines some years ago and engaging in manufacturing. Always having a taste for the law, he began an independent study of the subject and is now recognized as being



MISS ALICE TYLER, Des Moines, Ia.



A. J. SMALL, Des Moines, Ia.

one of the best posted of law librarians on law publications. He was appointed by Governor Drake as curator of the law library and in May was reappointed by the trustees of the state library to a term of six years as curator, the term beginning January 1, 1907.

Miss Alice Tyler, secretary of the Iowa Library commission, who has been elected to two positions in library circles, came to Iowa in 1900, when the Library commission

was first created, to accept the position of secretary. She has for some years been prominent in national library circles. She has held the position of secretary of the League of Library Commissioners previous to her election as president of the league. Miss Tyler is a trained librarian. She is a graduate of the library school of the University of Illinois and has held positions in the public libraries of Decatur, Ill., and Cleveland, O., coming from Ohio to Iowa.

Thirteen Three Times Proves a Winner

RACEGERS who are superstitious and are swayed in the betting operations by signs or omens were liberally awarded for their faith in the supernatural the other day. They bet on Nigger Mike in the first race at the Brighton Beach track and cashed bets at the ratio of 100 to 1. He won in a driving finish by a head.

The men who bet on him—there were at least a score—were influenced to do so by the mystic figures "13." He was No. "13" on the program, and as it was the thirteenth day of the meeting at the track by the sea, the superstitious turfmen began to jabber about his chances. Some who went into the ring and found that his odds were 100 to 1, became fainthearted and remarked that the "13" spell was not potent enough to make the horse win. "If there were three 13s, a sequence of them, as it were," said one of the weak-kneed bettors, "why then it would be all right to play Nigger Mike."

Just then the speaker's eye happened to glance where the numbers of the winners are posted in the ring after a race. Before him was the mystic No. "13." It was in the slot of the first horse and had

been there all night, as No. 13 was the winner of the last race on the day preceding. Instantly the doubt regarding the horse's chance faded away from the racegoer and he became in a second firmly convinced that the horse would win. "That settles it," he declared, with conviction strong in his voice, "that 13 rounds out the string. Me for Nigger Mike." And he rushed to a bookmaker and bet on the colt at 100 to 1.

As high as 200 to 1 was offered against Nigger Mike by Leo Mayer. He got one bet of \$2 at these odds. J. J. Kenny, the owner of the colt, had \$50 on him at 100 to 1. "Elly" Porter, who recently married the young woman who received a goodly portion of the late Captain S. S. Brown's estate, bet \$50 against \$5,000. These were the principal winners, but there were at least a dozen men who had \$2 and \$5 bets on the colt.

Nigger Mike was in the front rank of the big field of horses from the start to the finish. He stood a long, hard drive through the stretch and won by the margin of thirteen inches, or a trifle over a head. New York World.